

**Downtown Whitewater, Inc.**  
**Board of Directors Meeting Minutes**  
**Tuesday, September 13, 2011 - 8:00 am**  
**Whitewater Municipal Building, 2<sup>nd</sup> floor – Lakefront Room**  
**312 West Whitewater Street, Whitewater, WI 53190**

**Board Members Present:** Jon Kachel, Dave Saalsaa, Bonnie Miller, Dennis Salverson, Jim Miller, Roni Telfer, Geoff Hale, Kevin Brunner, Nate Parish and Phil Milan

**Board Members Absent:** Bud Gayhart

**Others:** Tami Brodnicki, Dean Fischer, Mary Nimm, and Linda Platner

**Agenda:**

- **Approval of Agenda**
  - Motion by Dave Saalsaa and second by Jon Kachel
- **Approval of Minutes for August 9, 2011 Minutes**
  - Motion by Jon Kachel and Dennis Salverson
- **Gateway Photo Simulation (Mary Nimm & Dean Fischer)**
  - Dean Fischer updated Board on City Street Projects and Mary Nimm updated Board on East Gateway Project. Mary explained how she received grant to do a photo simulation and showed the East Gateway area before photo simulation and after. Dave and Roni voiced concerns about median and safety plus Fire Vehicles in an emergency. Dean explained changes to design and removal of landscaping to allow emergency vehicles to cross over median in case of emergency. New road design no longer allows going east on East Main from East Main. Curve in road now has low rise median to direct traffic heading east on Main to follow curve to Milwaukee and/or Wisconsin street only. Project is scheduled to start in 2013. Motion made by Roni Telfer to pay \$1,000 towards photo simulation and second by Jim Miller
- **Presidents Report**
  - New Board Members
    - Geoff welcomed new Board Members Nate Parish from First Citizens State Bank and Phil Milan from Whitewater Congressional United Church of Christ. Board introduced themselves and Geoff asked that new Board members decide which of the 4 committees they wish to serve on that best utilizes their skills
  - Fundraising
    - Geoff and Tami met with James Shulkin from Fort Health Care. James was open to giving a donation to Downtown Whitewater, Inc. as long as it was health, fitness and wellness related. Geoff will set up appointment with Mercy Hospital as well.

Board members were challenged to come up with 2 names and get a financial commitment and report back at October meeting. Jon shared pledge list to check names to prevent overlapping. Kevin shared his opinion about his fears of public monies not being available to Downtown Whitewater, Inc. as in past. Motion was made by Jon Kachel to find 2 new prospects by October board meeting, second by Dave Saalsaa

Jim Miller stated that a chair was needed for the fundraising committee and to approach the rental association for a donation. Nate was asked to be Chair of fundraising committee but declined for reasons of conflict of interest with his current position. Roni Telfer volunteered to be on the Fundraising Committee

City Budget will be discussed in late October

- **Treasurers Report**
  - Jon Kachel reported on budget, check register, cash flow, certificates of deposit and money market account as of 8/31/2011
- **Executive Directive Report**
  - 501 C 3

- Tami will put together a time sheet of communication between Downtown Whitewater, Inc. and the IRS for Geoff. Tami will contact the lead person on latest correspondence from IRS to see if a conference call can be conducted to discuss what, if anything is still needed from Downtown Whitewater, Inc. to receive a 501 C3 status. Tami will also contact Mark Olm and Wally McDonell to find out their communication with IRS
  - Updated Work Plans
    - Tami will ask his committee to report back on work plans and what they think they can accomplish this year and what they would like to accomplish next year along with a budget for 2012
  - Wal-Mart Community Board
    - Tami will set up meeting with Mary Nimm and Joey, Manager of Wal-Mart, to learn size and location of board and when board will be available for use
  - Think Whitewater Buy Local
    - Tami reported that 90% of businesses were up on website and 12 businesses were actually running a sale. She also reported that the city would allow the Think Whitewater Buy Local Value Card to be placed inside the City's water bill and would account for 3000 cards to be going out. Sentry has been given 200 cards and all were given away plus all businesses that paid the \$50.00 for the 2 year membership were given 25 cards. Cards were handed out at Hawk fest by Downtown Whitewater, Associated Bank and Commercial Bank. Efforts will continue to be made to make sure all whitewater residents get this value card
- **Old Business:**
  - Vision Statement
    - Board asked that Kevin, Roni and Tami meet to prepare a draft of a new Vision Statement this is shorter and bring back to October Board meeting for discussion and possible vote.
  - Downtown Action Council
    - Tami reported that the Wisconsin Main Street Alliance, an organization formed to lobby for support of the Main Street Program, was meeting less frequently, Executive Directive had resigned and that the program was neither as efficient nor effective in her opinion as the Wisconsin Downtown Action Council. She asked that since we currently pay for a membership to the Alliance and are receiving no return on the investment, could Downtown Whitewater, Inc. join the Wisconsin Downtown Action Council instead. Motion by Jon Kachel to pay \$250.00 for membership to Wisconsin Downtown Action Council and second by Kevin Brunner.
  - Pork in the Park
    - Tami updated Board on the first annual BBQ festival and stated the need for more volunteers. She also requested the sponsorship of \$2,000.00 to help offset the cost of the festival from the from the Special Event fund. Motion by Roni Telfer to have Downtown Whitewater, Inc. sponsor the Downtown Whitewater event with \$2000.00 to help offset the cost of the festival, second by Dave Saalsaa. Dennis Salverson stated that he is abstaining from the vote because he is a downtown business and although he understands why Downtown Whitewater, Inc. is putting on the festival he disagrees with Downtown Whitewater, Inc. having the festival on one of the two busiest days restaurants and bars have for the entire year. He feels the restaurants and bars should not have to compete with the organization supporting the downtown businesses.
- **New Business**
  - No new business
- **Committee Reports**
  - Tabled until October Board Meeting
  - **Design (Saalsaa)**
  - **Economic Restructuring (Kachel)**

- **Organization (Brodnicki)**
- **Promotions – (Brodnicki)**
- **Future Agenda Items**
  - Gateway Photo Simulation, Fundraising, 501 C3 and Vision Statement
- **Adjourn**
  - Roni Telfer made motion to adjourn second by Dave Saalsaa

**Next board meeting is Oct. 11, 2011 at 8:00 am at 312 West Whitewater Street, Whitewater, WI 53190**